

Applicant: Gerald B. Halt, Jr.
Application No.: 09/318,917

means for automatically transmitting said information user profile over the Internet to the information provider upon accessing said information provider; and

C2
said web page unit comprising:

means for receiving said information user profile;

means for analyzing said information user profile;

for each of said N discrete data streams means for selecting one data stream from among a plurality of mutually exclusive data streams and outputting said selected data stream, said selection being in response to said analysis of the received information user profile.

Please delete claim 7.

REMARKS

Claims 1-6 have been rejected under 35 U.S.C. §103(a) as being unpatentable in view of U.S. Patent No. 5,813,006 (Polnerow et al.) in combination with U.S. Patent No. 6,208,986 (Schneck). Claim 7 has been rejected under 35 U.S.C. § 102(e) as being anticipated by Polnerow. Applicant respectfully submits that the rejection of claim 7 is moot due to cancellation of claim 7.

With respect to the rejection of the claims in view of Polnerow, the Applicant respectfully disagrees. Polnerow is a system that is typical of current on-line directories and web search engines which permit users to tailor their searching criteria to their searching needs. The Examiner has cited three (3) basic portions of the Polnerow specification which

Applicant: Gerald B. Halt, Jr.
Application No.: 09/318,917

are generally directed to three well known prior art web-based functions: 1) an information source, such as an on-line "white pages" service; 2) a security log-in procedure using a person's e-mail address and other authentication information; and 3) a type of search engine or "profiling" system which permits a user to obtain promotional information regarding a product from a database. It is respectfully submitted that these three functions are completely unrelated to the embodiments of the invention currently claimed.

The currently claimed invention is not an on-line directory, a security access procedure or a generic search engine. The claimed embodiment of the present invention permits a user's web accessing portal to be customized, such that the information presented to the user is information that is pertinent to the user. One tremendous benefit of the presently claimed invention is that it is the user which defines the portal based upon characteristics which are personal to the user. However, the system still permits a user to have anonymity since no information which identifies the user is required. The claimed interface is a system which permits the user to input personal characteristics with which the user would like to be associated and automatically transfers these characteristics to a webpage when the webpage is accessed. The webpage then uses these characteristics to select among various mutually-exclusive data sources and present those data sources on the web page. Those personal characteristics selected by the user influence the selection between the different data sources.

One primary difference between the claimed interface and Polnerow, (and all of the other prior art), is that the characteristics input by the user pertain to the user; they do not

Applicant: Gerald B. Halt, Jr.
Application No.: 09/318,917

pertain to a desired product. This key difference enables the claimed interface to tailor all types of services to the characteristics of user, not to search criteria entered by a user searching for a specific product. Polnerow clearly shows a system that is typical of the prior art search engines whereby the user inputs search criteria for certain promotions related to a product or general interest. These criteria have nothing to do with characteristics pertaining to the user. These differences have been highlighted in the amended claims.

It is important to note that these characteristics are not search criteria; they establish a profile. As a result of the differences between the present invention and the Polnerow reference, the user-characteristics that are established in the claimed interface may be utilized for all of the user's searches, not just a single search. Hence, they are not simple search criteria. This is completely different from Polnerow which inputs a profile for one or more desired items. The profile is directly related to the search results. This is a clear difference between the present invention and Polnerow and is not taught or suggested by any of the prior art references.

Another distinct difference is that although the claimed interface uses characteristics with which the user would like to be associated, it does not require the user to identify themselves. Most internet users do not want to "log in" to a web page due to security concerns and concerns with receiving unsolicited email. The present invention does not require any such identification. These differences are now clearly claimed. Additionally, these differences are not disclosed or suggested by Polnerow or any of the other prior art references.

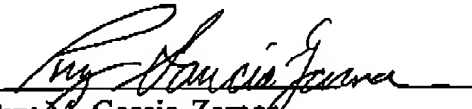
Applicant: Gerald B. Halt, Jr.
Application No.: 09/318,917

It is respectfully asserted that all of the pending claims highlight clear differences between the present invention and the prior art. Prompt reconsideration and allowance of the claims is respectfully requested.

If the Examiner believes an interview, either personal or telephonic, would facilitate allowance of the claims, he is respectfully requested to contact Gerald Halt at (215) 568-6400.

Respectfully submitted,

Gerald B. Halt, Jr.

By 
Ruy M. Garcia-Zamor
Registration No. 44,117
(215) 568-6400

Volpe and Koenig, P.C.
Suite 400, One Penn Center
1617 John F. Kennedy Boulevard
Philadelphia, PA 19103

RGZ/amc
Enclosure

Application No.: 09/318,917
Examiner: C. Lewis

37 CFR § 1.121(c)(1)(ii) CLAIM AMENDMENTS - MARKED UP VERSION

1. (Twice Amended) An [advanced] Internet interface for [selectively] tailoring [the form and content] of a [Web] web page to an individual user without requiring a user to disclose information that identifies the user, the interface having a user portion and a web page portion; the interface comprising:

said user portion comprising:

a data file having a plurality of user-selectable fields, each field for describing a personal characteristic of said user; and

means for automatically transmitting said data file upon initially accessing said web page; and [:]

said web page portion comprising:

said web page comprising a plurality of discrete sections, each section having a plurality of mutually exclusive subsections;

means for receiving said data file; and

means for analyzing said plurality of user-selectable fields of said data file; and [for changing the form and content of said Web page]

means for selecting one of said mutually exclusive subsections for each section in response to said analysis; whereby said web page presents a plurality of sections to said user, each of which is related to one or more of said personal characteristics.

2. (Twice Amended) An [advanced] Internet interface comprising a user unit and a web page unit for interfacing an information user with an information provider; said information provider providing at least N discrete data streams, the interface comprising:

said user unit comprising:

means for automatically generating an information user profile having at least one user-selectable data field, said at least one user-selectable data field for identifying characteristics particular to said user, said characteristics selected from the group of age, race, sex, income and native language; and

means for automatically transmitting said information user profile over the Internet to the information provider upon accessing said information provider; and

said web page unit comprising:

means for receiving said information user profile; [by said information provider]

means for analyzing said information user profile;

for each of said N discrete data streams means for selecting one data stream from among a plurality of mutually exclusive data streams and outputting said selected [at least one] data stream [by said information provider], said [data stream being selected] selection being in response to said analysis of the received information user profile.